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Streaming video opportunities for operators: consumer survey

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About this report

Telecoms operators play an important and expanding role as a retail channel for streaming video services. Analysys Mason's annual *Consumer survey* of 21 000 consumers worldwide indicates that customers that purchase streaming services through operators have higher levels of satisfaction and are less likely to churn than those customers that only purchase direct-to-consumer (D2C) services.

The survey was conducted in association with Dynata and OnDevice Research between July and September 2023. The survey groups were chosen to be representative of the internet-using population in selected countries around the world. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.[1]

GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Ireland, Italy, Norway, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** Canada and the USA
- **Developed Asia–Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia–Pacific (EMAP):** Malaysia
- **Sub-Saharan Africa (SSA):** South Africa
- **The Middle East and North Africa (MENA):** Kuwait, Saudi Arabia, Oman and the UAE

KEY QUESTIONS ANSWERED IN THIS REPORT

- How is service stacking evolving and what does this mean for the level of competition in the streaming video market?
- How important are telecoms operators as a retail channel for streaming video services?
- How much do video service providers benefit from bundling streaming video services with telecoms services compared to telecoms service providers?
- What is the business case for aggregating streaming video services?

WHO SHOULD READ THIS REPORT

- Strategy, product and partnership teams within **telecoms operators** that want to understand the changing value of streaming video services and want to assess how successful a role they can play as a sales channel and service aggregator.
- Strategy managers and sales managers within **streaming video providers** that wish to understand consumers' requirements and attitudes.
- Sales and product teams within **software vendors** that provide the billing or content delivery software that enables content aggregation and suites of multimedia value-added services (VAS) for telecoms operators.

[1] 750 respondents in surveyed countries in the Middle East and North Africa.

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Telecoms Software Market Shares

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Satellite Strategies for Telcos
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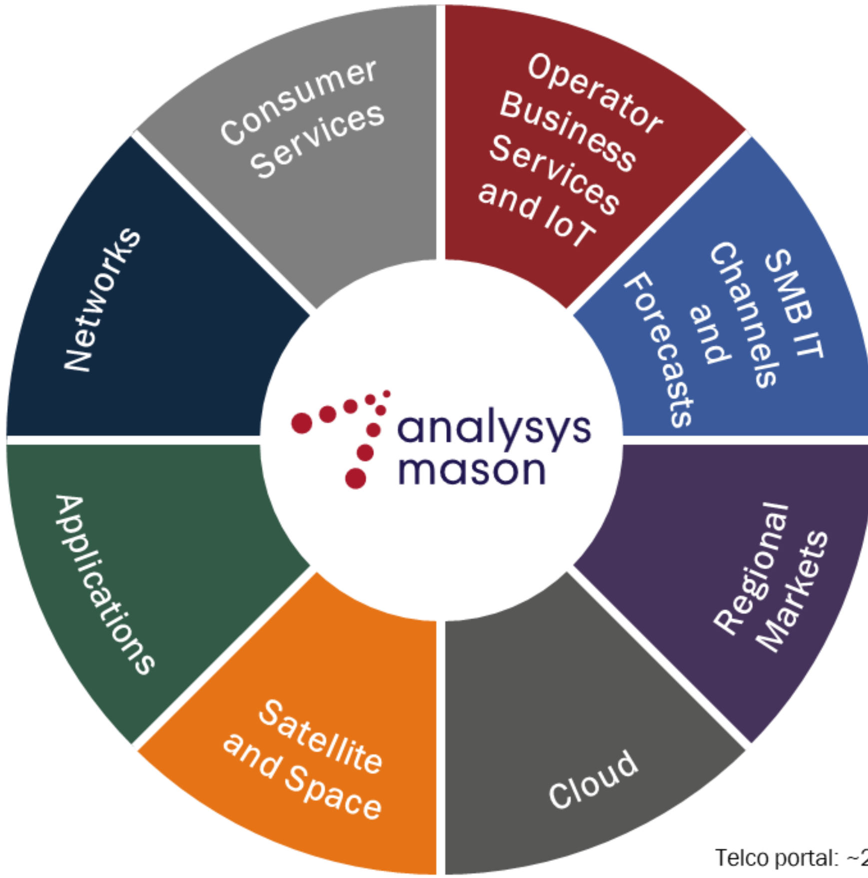

Operator Business Services and IoT
Enterprise Services
SME Services
IoT Services
Private Networks
Cyber Security

SMB Technology Forecaster

Regional Markets
Global Telecoms Data and Financial KPIs
Americas
Asia–Pacific
Middle East and Africa
European Core Forecasts
European Telecoms Market Matrix
European Country Reports

Cloud
Cloud Infrastructure Strategies
Data, AI and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

DataHub
Forecast data for 80 countries
Telco portal: ~2800 forecast and ~320 historical metrics
SMB Technology Forecaster portal: ~120 000 forecast metrics

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